

Creativeworld**Health**

SPOTLIGHT ON MATERNITY

**Your Maternity
Communications
and Engagement
Specialists**



Vision and Strategy Communications



Supporting Equity & Equality



Staff Recruitment Campaigns



Digital Solutions



Birth Choices



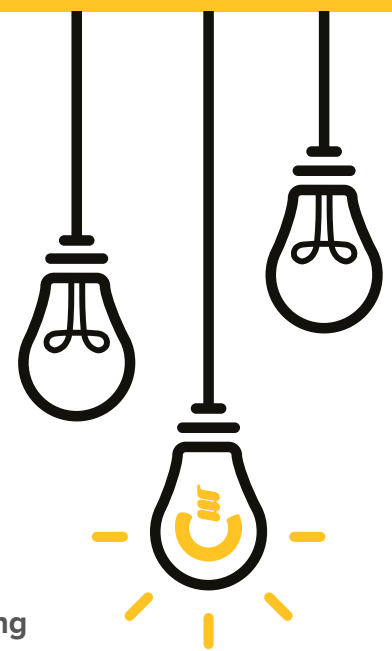
Staff and Public Engagement

➤ INTRODUCTION

WELCOME TO THE HEALTHCARE MARKETING SPECIALISTS

Having a passion for results and impact, we pride ourselves on building long term relationships and creating powerful and impacting programmes with meaningful solutions and measurable outcomes.

Creativeworld health have over 35 years' experience in working together with clients in the health sector from strategic communications through to campaign delivery. Our approach is to consider each project, understand the objective, analyse the existing information available, map out the strategy and create effective marketing and communications solutions. With appointed brand guardians and vast expertise in the health sector, we are able to integrate with our clients, sharing our knowledge and offering advice and support on how to communicate successfully with their audiences.



> OUR PARTNERS INCLUDE



Cheshire and Merseyside



Kent and Medway



Lancashire &
South Cumbria
NHS Foundation Trust



Lancashire and
South Cumbria
Integrated Care Board



Cheshire and
Merseyside
Health and Care Partnership



Barts Health
NHS Trust



Northumbria Healthcare
NHS Foundation Trust



England
North West



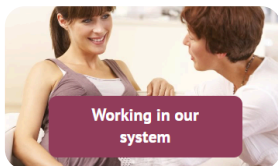
NORTH WEST
MATERNAL
MEDICINE NETWORK
Lancashire & South Cumbria
Cheshire & Merseyside
Greater Manchester & Eastern Cheshire



Community
Health
Partnerships

➤ MATERNITY RESOURCE HUB

Digital Staff Resource



Design and development of a staff resource across a whole Maternity System. From onboarding through to clinical support, including learning and development support, resources for staff and families enabling staff to have access to relevant information across the region.



The ability to support the vision and strategies across the maternity system - developed in partnership with local universities, the health system, staff and specialist educational professionals.



DELIVERABLES

Website Development

Hosting

Launch Support

Bespoke Design

➤ MATERNITY ATTRACTION CAMPAIGN

Video & social media campaign



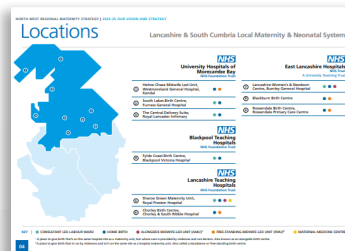
DELIVERABLES

- Insight
- Co-Development of Campaign
- Video Advertisement
- Shared Assets
- Social Media Campaign

"From conceptual development through to campaign delivery - Creativeworld Health and the team produced a stunning piece of work, that is both emotional and ground-breaking to support the workforce of tomorrow"

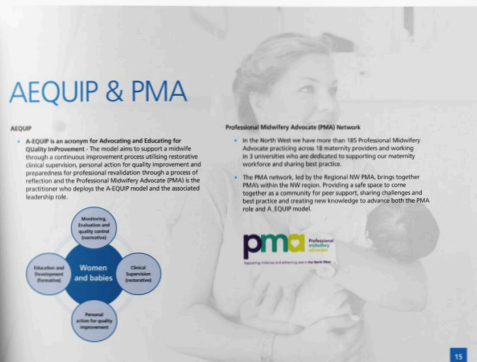
NHS ENGLAND

Maternity Strategy



“Working with the team at Creativeworld Health has been an absolute pleasure, and their wealth of experience and knowledge in the maternity sector has significantly contributed to the development of our strategy”

Michelle Waterfall, NHS England



> BIRTH CHOICES

Promotional campaign



Birthplace Choices

NHS Lancashire Teaching Hospitals NHS Foundation Trust

4 places of birth options at Lancashire Teaching Hospitals

Lancashire and South Cumbria Maternity and Newborn Alliance

What does continuity of carer mean for you?

Knowing your midwife	Increased maternal satisfaction	Increased advocacy	Personalised care planning
More time with your midwife	Reduces anxiety	Trust and confidence	Evidence based informed choices

Continuity of carer means a small team of midwives providing your care. If you are booked with a continuity of carer team you will be cared for by your named midwife while you are pregnant and when your baby is born. If your named midwife is not available when you are in labour and birth is made from the team who you have met, you would care for you.

A midwife will be able to discuss the continuity of care teams that are available.

Birthplace Choices

Birthplace Choices

- B**enefits this could have for me and my baby
- R**isks this could have for me and my baby
- A**lternatives - are there any I could try first?
- I**nstinct - what is my intuition telling me?
- N**othing - what will happen if I choose to do nothing?

Women having their first baby

National statistics

Notes of spontaneous vaginal birth, transfer to a theatre, with one or more interventions for each planned place of birth for all nulliparous women.

	Home	Freestanding Birth Centre	Allegiate Birth Centre	Obstetric Unit
Spontaneous vaginal birth	79%	81%	76%	68%
Transfer to an consultant unit	45%	36%	46%	19%
Regional analgesia (epidural and/or spinal)	27%	20%	26%	34%
Episiotomy	16%	16%	21%	24%
Caesarean birth	8%	6%	7%	12%
Instrumental birth (forceps or ventouse)	1%	1%	1%	1%
Blood transfusion	1%	1%	1%	1%

* Figures from Birthplace 2011 and 2014 and 2015 and 2016 data from Birthplace 2011.
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Birthplace Choices

Why Continuity of Carer?

*The National Maternity Review (2016) in the United Kingdom highlighted the importance of providing continuity of care to all women.

A study compared midwifery continuity of care models with medically led care or shared care models and found improved maternal and infant outcomes were associated with women who received models of midwifery-led continuity of care.

**A Cochrane review of 15 studies involving 12,624 mothers and babies.

7 times more likely to have a normal birth	19% less likely to have a caesarean	24% less likely to have a baby with low Apgar 1
16% less likely to have a baby with low Apgar 1	15% less likely to have a baby with low Apgar 5	16% less likely to have a baby with low Apgar 5

*** Figures from Birthplace 2011 and 2014 and 2015 and 2016 data from Birthplace 2011.
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Birthplace Choices

DELIVERABLES

- Brochure Design
- Information Leaflets
- Display Materials
- Print Production

PRECEPTORSHIP

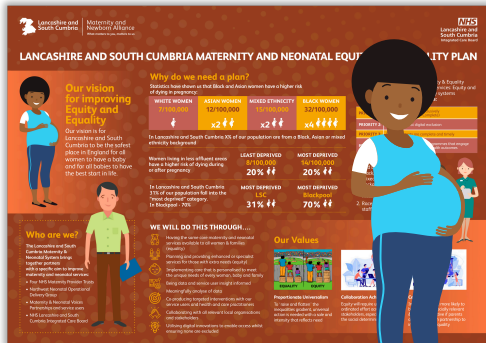
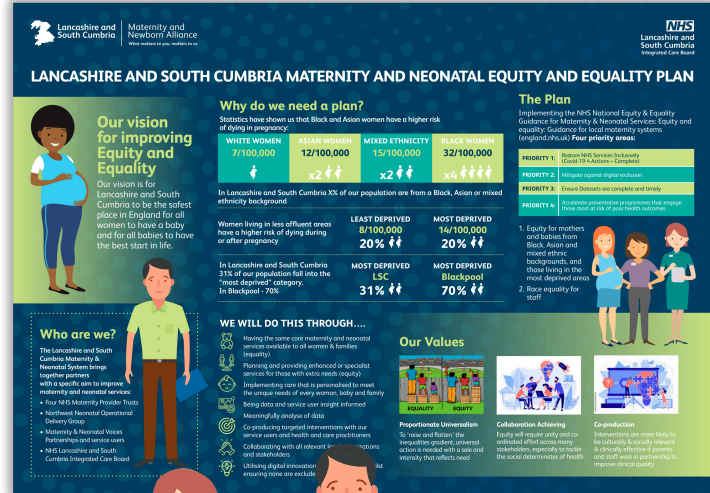
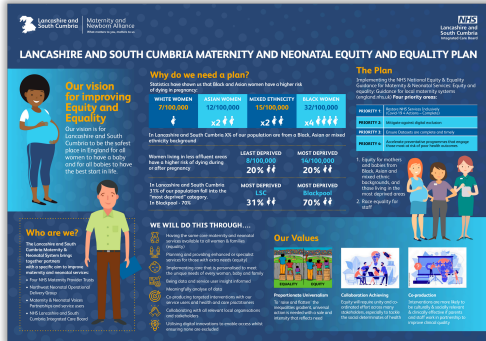
Video, booklet & posters

Development of an interactive Preceptorship programme, this included an introductory video and support literature. Developed in partnership with education specialists and midwives, a unique piece of work to support the future of maternity service workers.



> EQUITY & EQUALITY PLANS

Plan on a Page



DELIVERABLES

Infographics

Design & Development of Animation & Video Content

Development of Social Media Assets

> NHS KENT & MEDWAY

Personalised Care Plans



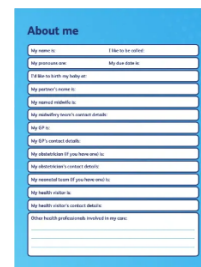
“Working in partnership with service users and families, we developed a care plan for women and families to support their pregnancy journey. Initially created in Lancashire and South Cumbria this is now a key product across maternity services.”



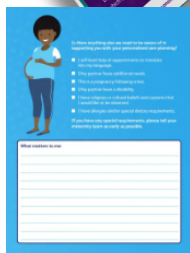
10 | Maternity Personalised Care and Support Plan



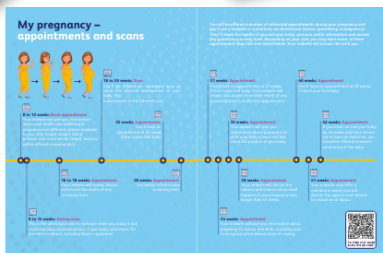
11 |



12 | Maternity Personalised Care and Support Plan



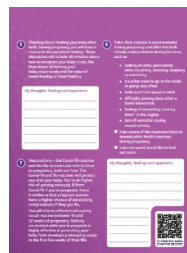
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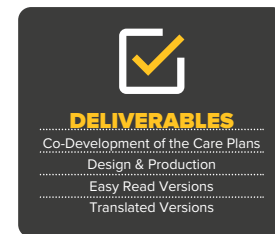
14 | Maternity Personalised Care and Support Plan



15 | Maternity Personalised Care and Support Plan



16 | Maternity Personalised Care and Support Plan



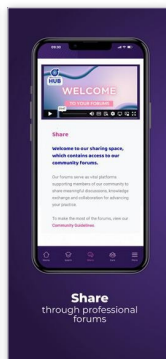
> ALL4MATERNITY

Website and app



"Creativeworld have been our partner for 7 years, they offer amazing support Supporting educational development globally for maternity service workers. All4 are innovative specialists in supporting midwives to learn, share and care."

The development of an interactive learning platform that now incorporates an App that supports a global community of students and maternity service workers."

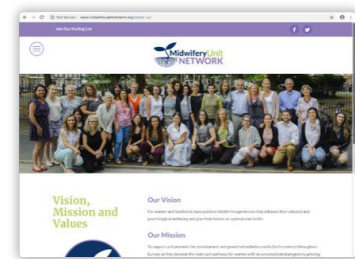
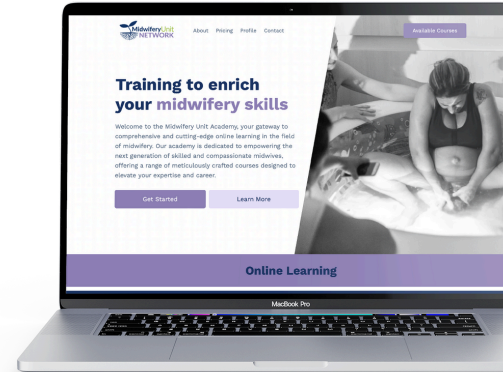
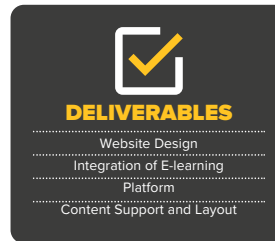
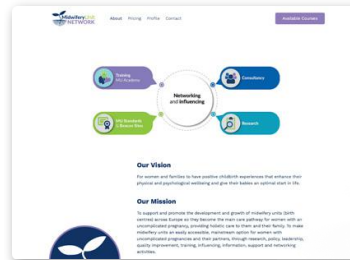


> MIDWIFERY UNIT NETWORK

Website & e-learning



Midwifery Unit Network



➤ ACTIVE BIRTH POOLS

Video presentation & interactive page turner



DELIVERABLES

Video Production

Catalogue Production

Brochure Design

Online Brochures

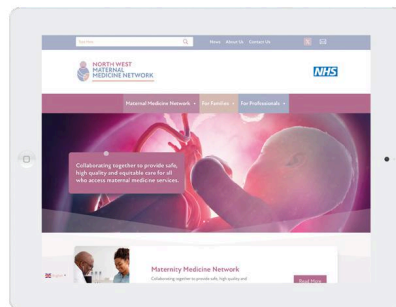
> NORTH WEST MATERNAL MEDICINE NETWORK

Website and branding



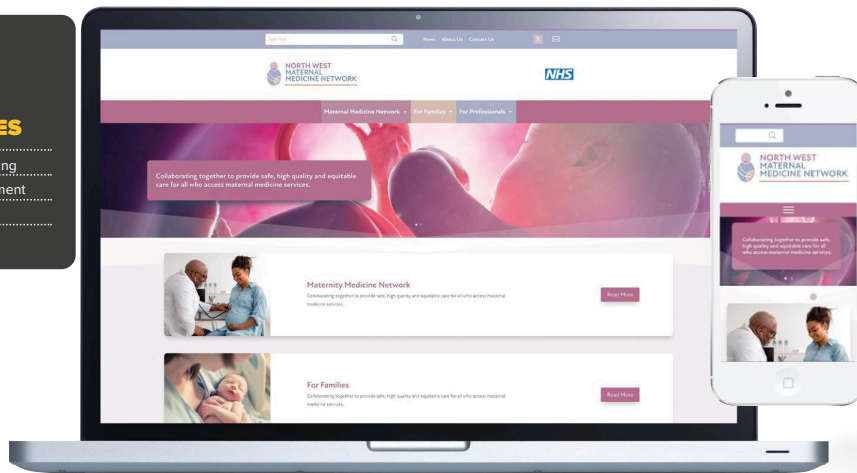
**NORTH WEST
MATERNAL
MEDICINE NETWORK**

Lancashire & South Cumbria
Cheshire & Merseyside
Greater Manchester & Eastern Cheshire



DELIVERABLES

Co Development of Branding
Website Design & Development
Newsletter Design
Launch Support



> ABOUT US

A specialist marketing and communications consultancy within Maternity services, we have a passion for results and impact, we pride ourselves on building long term relationships and creating powerful and measurable solutions for our clients.

With a wealth of experience and strong partnerships, from strategic marketing communications, “engagement as a service”, co-development of programmes through to campaign delivery. Our approach is to consider each project, understand the objective, analyse the existing information available, map out the strategy and create effective engagement, marketing and communications solutions.



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Digital Solutions



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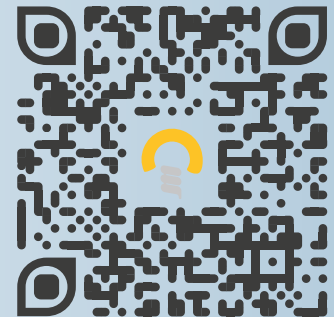


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**THE HEALTHCARE
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Call us on 01282 858200

Visit our website at creativeworld.co.uk



Creativeworld**Health**